

A wide-angle photograph of the Grand Canyon at sunset. The sky is a mix of orange, pink, and blue, with scattered clouds. The canyon walls are illuminated by the warm light of the setting sun, showing various shades of orange and red. The foreground shows the rugged, layered rock formations of the canyon.

FY20 Rural Marketing Cooperative Program

INTEGRATED MEDIA RECOMMENDATIONS

JUNE 19, 2019

Thank you for joining us for the FY20 Rural Marketing Cooperative Program Webinar

As a reminder, the guidelines, application, affidavit, instructions, media and additional opportunities and the link to the new online selection sheet can be found here:

- Tourism.az.gov.
- Click on Marketing Programs on the top navigation bar
- Click on Partnership Opportunities
- You'll find the aforementioned under the Rural Cooperative Marketing subhead
- <https://tourism.az.gov/marketing-programs/partnership-opportunities>



If you have questions, please use the “chat feature” to submit your questions.

We'll be starting momentarily and once again thank you for participating in the webinar.

Presenters

Off Madison Avenue



Arizona Office of Tourism



Agenda

- Application Process
- Program Overview
- Digital Media
- Print Media
- Out of Home Media
- Trade and Media Missions
- Additional Programs
- Added-Value Opportunities



Application Process

Application Process Overview

Eligibility

- Rural DMOs, Tribes, Regions, Statewide Tourism Associations
- 501(c)3 or (c)6 non-profit status
- A tourism website and fulfillment piece for the applicant or regional partnership

What is considered rural?

A rural DMO is defined as located outside Pima and Maricopa counties or a DMO located in Ajo, Gila Bend or Why

What is a statewide tourism association?

Arizona Bed & Breakfast Association

What is a regional partnership?

E.g., Benson, Bisbee, Cochise County, Douglas, Sierra Vista, Tombstone and Willcox = Cochise County Tourism Council

What is the benefit of participating?

Negotiated buys and a 50% match.

Applications Due – July 10th by 5:00 p.m. (PST)

Application Process Overview

Rates & Billing

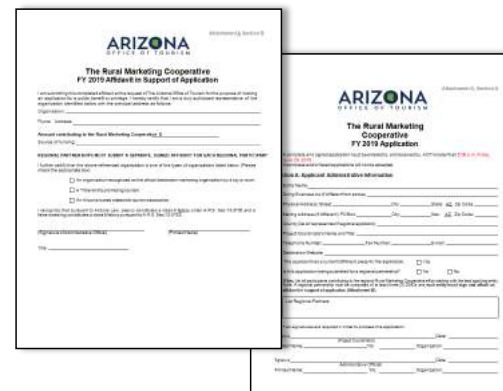
- Partners pay half-net rate and work directly with the publishers.

Opportunity Selection Sheet

- New online FY20 Opportunity Selection Sheet
- The link to new sheet, guidelines, application and affidavit can be found here: <https://tourism.az.gov/marketing-programs/partnership-opportunities>
- New online selection sheet - budget range and offers media opportunities for each phase of the consumer flow
- Final selection results will be based on available funding, availability of each opportunity and if partner participation minimums are met.
- We'll review how to use the Selection Sheet later on in the webinar

Application Check Sheet

- The Application must include:
 - Application Form (applicant information)
 - Completed/submitted online selection sheet receipt
 - Affidavit in Support of the Application (1 per partner)
- Email copies of these three forms to:
 - ahicks@tourism.az.gov





Program Overview

Application Process Overview

FY19 Rural Marketing Cooperative Budget

FY19 Budget

Partners' Contributions:	\$685,917.63
AOT Match and Anchor Ads:	\$ <u>973,622.42</u>
Total Campaign Spend:	\$1,659,540.05

Partners

32 partners (22 rural communities, 3 tribes, 3 regional partnerships)

FY20 Proposed Budget - \$1,000,000.00

Program Overview FY 2019 Learnings

- Four partner minimums were implemented to ensure there was enough support across a publisher during any given month
- Streamlined the publisher offerings based on survey results
- Implemented Adara and Arrivalist pixels into the Rural Campaign for the first year
- Print opportunities focused on true co-op spreadvertorials where the participating partners could tell a cohesive and engaging story along with AOT vs. one-off ads where partners may have disjointed messaging
- Out-of-home placements did not run in FY19 due to lack of interest overall



Program Overview

FY 2020 Updates

- The key markets helped determine vendor selections that would become available for the program
- All digital media will continue to be tracked by implementing Adara and Arrivalist pixels
- New selection process has been implemented for FY20
- Additionally, the past 3 years of participation were evaluated to hone in on vendors and refine the number of vendors and types of programs to be offered
- Depending on participation, AOT reserves the right to lower the maximum spend per partner to ensure that there are enough funds remaining in the rural marketing budget for AOT anchor efforts
- In accordance with the program guidelines, AOT requires that our brand mark accompany the partner's logo on all partner placements* and on all partner website homepages
*Exceptions apply
- Additions to this year's plan include strategy and branding packages, additional research opportunities, a Crowdriff UGC subscription and translation services.



ARIZONA
GRAND CANYON STATE
ExploreMoreAZ.com

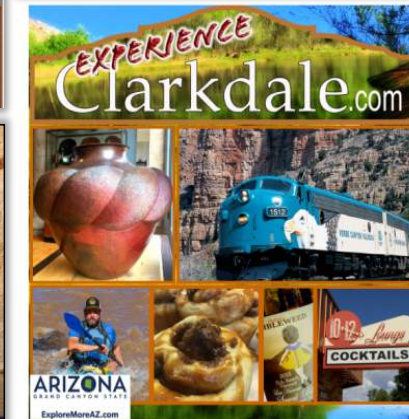
Program Overview FY 2020

Strategic Goals

- Increase Visitation
- Return Visitation
- Increase Visitor Spending

Objectives

- Drive overnight visitation
- Deliver a cohesive message to visitors to create a larger statewide impact
- Secure partnerships and opportunities



Program Overview

FY 2020

Main Partner Campaign Timing

- September 2019 – August 2020

AOT Anchor Campaign Timing

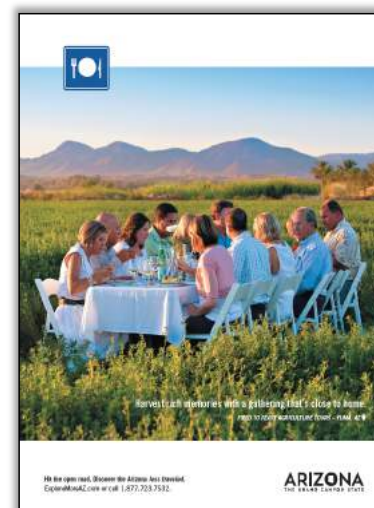
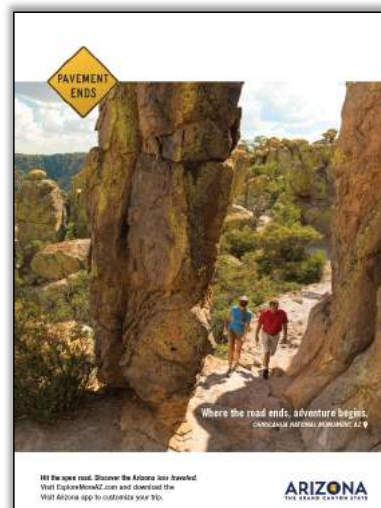
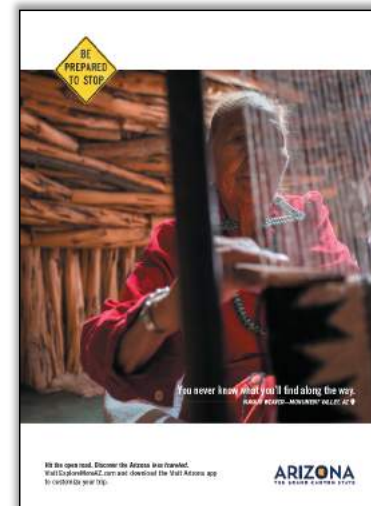
- Primary: October 2019 – April 2020
- Secondary: May – August 2020

Target Audiences

- Baby Boomers*
 - Adults 45-64
 - HHI of \$50,000+ with emphasis on \$75,000+
- Gen X*
 - Adults 35-44
 - HHI of \$50,000+ with emphasis on \$75,000+

Target Markets

Arizona	Domestic	International
<ul style="list-style-type: none"> Full State Phoenix Tucson 	<ul style="list-style-type: none"> National Regional Chicago Las Vegas Southern California (Los Angeles & San Diego) 	<ul style="list-style-type: none"> Canada UK Mexico Germany



Program Overview

Project Effectiveness

- All digital media will have and ADARA and/or Arrivalist tracking pixel .
- AOT will work with each publisher to place the tracking pixel
- Research to provide digital performance reports to each participant.
- Due to the specific nature of the Rural Marketing Co-operative, once opportunities are approved, no changes or cancellations are allowed.



Let's Get Started

If you have questions, please submit them via the chat feature and we'll answer them after our presentation.



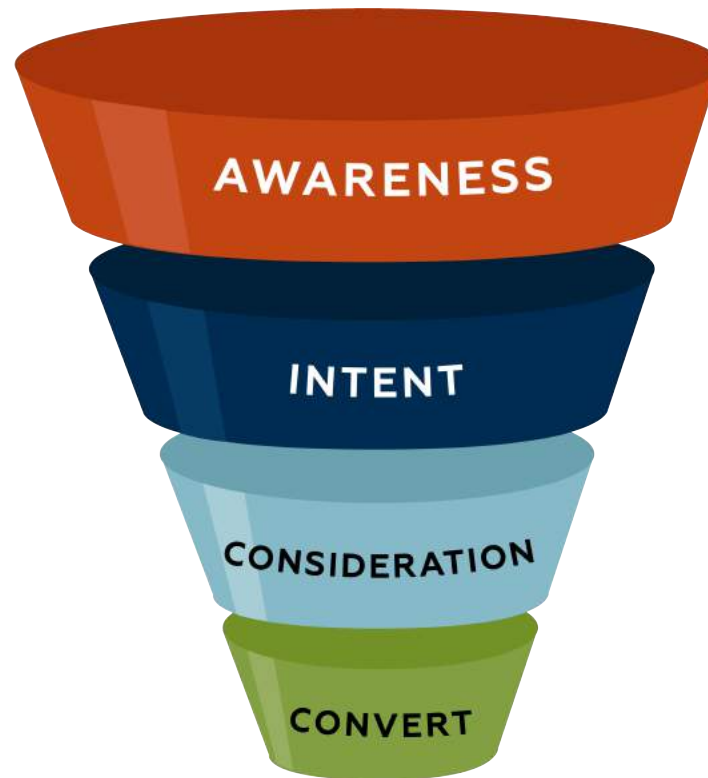
Holistic Media Plan

Build excitement and desire to experience your destination and its offerings

Intending to travel and looking at vacation destination options

Actively searching for travel tips and information to help finalize their decision

Booking a trip to your destination

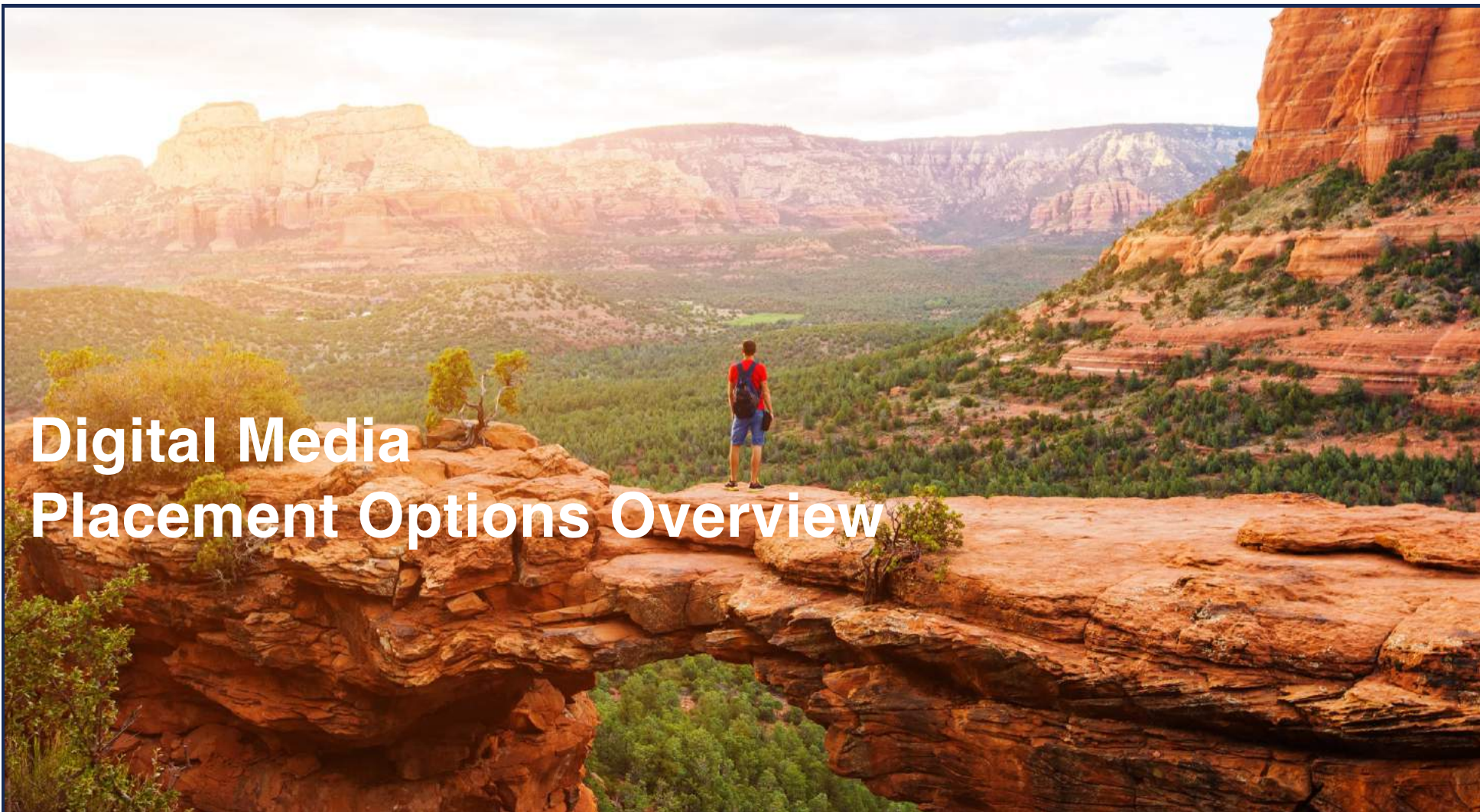


- Geo-targeting
- Contextual Targeting
- Podcast
- OOH
- Print
- TV

- Travel Focused Targeting
- Behavioral Targeting
- Search Targeting

- OTA
- Search Targeting

- Retargeting Banners
- Search Targeting



Digital Media Placement Options Overview

Digital Media - Geo-Targeted Display Ads

Overview: Cross Device (desktop, mobile, tablet) display banners geo-targeted to specific areas such as LA, Phoenix, Tucson, San Diego, Las Vegas, Western Canada, Seattle, San Francisco and Chicago

Rationale: Partners have the opportunity to place display banner ads based on geography to hone in on specific target locations and reduce impression waste

AZCentral
Huddled Masses
Expedia
Viant
TripAdvisor
AZ Big Media

As a reminder, details about each publisher/placement can be found on the Opportunity Selection Sheet online.

Digital Media - Geo-Targeted Display Ads

Overview: Cross Device (desktop, mobile, tablet) display banners geo-targeted to specific areas such as LA, Phoenix, Tucson, San Diego, Las Vegas, Western Canada, Seattle, San Francisco and Chicago



Digital Media - Behavioral Targeted Display Ads

Overview: Behavioral targeting allows partner's to target their specific audience based on their specific interests and behaviors including travel intent indicators, online behaviors and purchase data

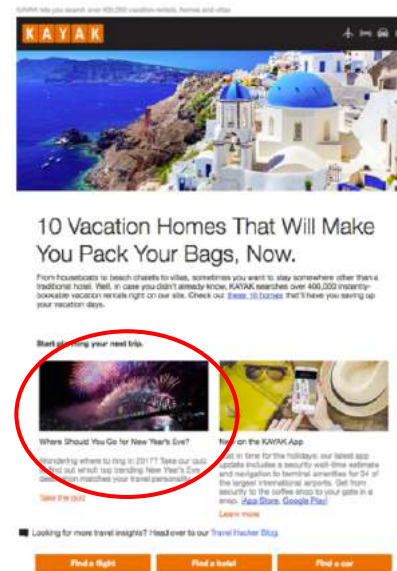
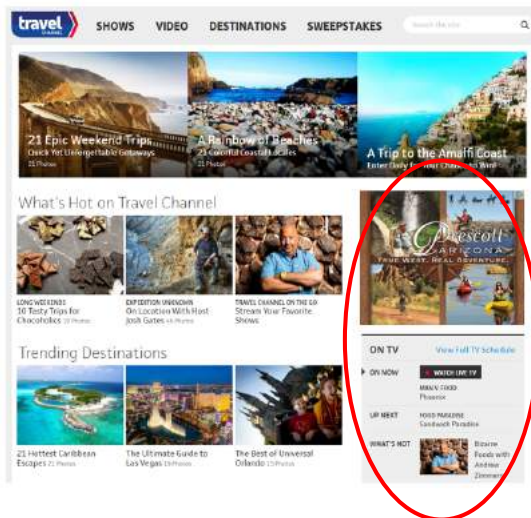
Rationale: Partners have the opportunity to purchase display banners targeted to a specific audience exhibiting core behaviors indicating they are likely to travel to Arizona or are interested in specific activities Arizona can offer.

AZCentral
Huddled Masses
Sojern
Viant
TripAdvisor
Quantcast

As a reminder, details about each publisher/placement can be found on the Opportunity Selection Sheet online.

Digital Media - Behavioral Targeted Display Ads

Overview: Behavioral targeting allows partner's to target their specific audience based on their specific interests and behaviors including travel intent indicators, online behaviors and purchase data

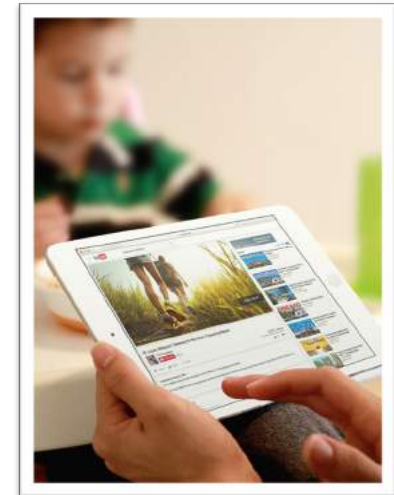


Digital Media – Video Display Ads

Overview: Diversify your marketing mix with video distribution. Reach target markets and gain more exposure for your destination

Rationale: Video viewership is continually growing and a great way to inspire potential travelers through inspiring images, motion and sound.

Madden
Quantcast
Viant



As a reminder, details about each publisher/placement can be found on the Opportunity Selection Sheet online.

Digital Media – Retargeting Display Ads

Overview: Target traffic that has recently been to VisitArizona.com, indicating interest in an Arizona get-away. (pixeling required)

Rationale: Partners have the opportunity to retarget people who have been to VisitArizona.com with their specific destination's offerings and message

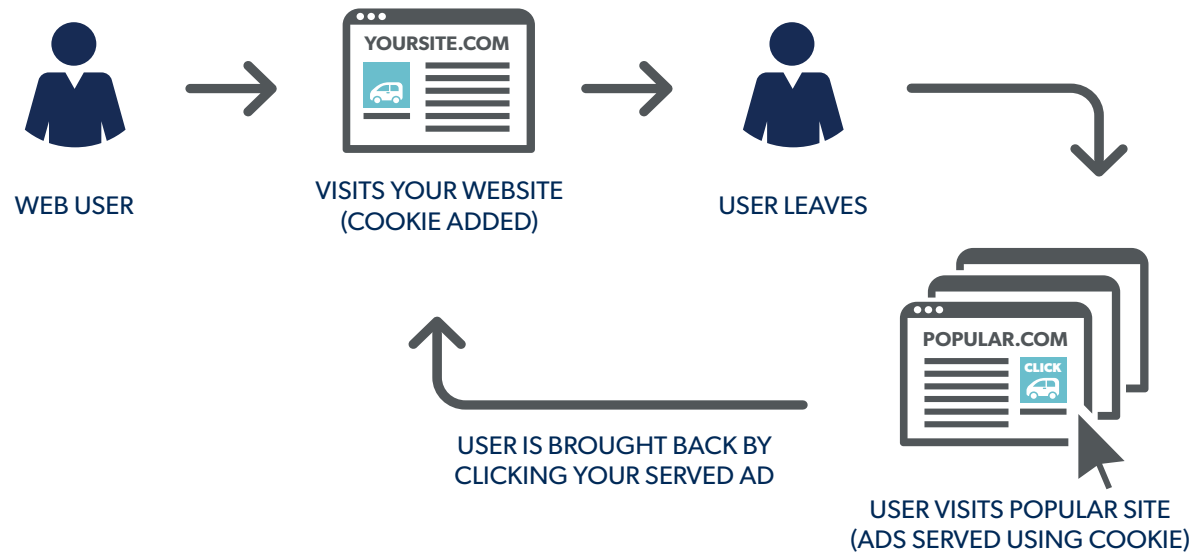
AZCentral
Huddled Masses
Madden

As a reminder, details about each publisher/placement can be found on the Opportunity Selection Sheet online.

Digital Media – Retargeting Display Ads

Overview: Target traffic that has recently been to VisitArizona.com, indicating interest in an Arizona get-away. (pixeling required)

How Retargeting Works



Digital Media – Pixels

What is a pixel?

A pixel is a piece of tracking code written as either an image or JavaScript tag that can be placed onto a webpage. Pixels are invisible trackers that capture a visitor's cookies in order to store audience data. Pixels collect information, such as time of day, user ID, URL, etc. The cookie data is then aggregated anonymously into a publisher's database. The publisher can then utilize the data to build segments and audience models.

How it works

When a user visits a site with a pixel placed on it, the pixel fires, a cookie is dropped into the user's browser, and the cookie travels with the user as he/she browses the Internet. The user's behavioral information is tracked this way, with no personally identifiable information passed. The publisher matches the information within the cookie to third party data segments to determine specific characteristics about the user. The publisher combines users with similar traits into segments. Placing pixels as early as possible is the most efficient way of capturing enough users to retrieve statistically relevant data.

More pixels means more data

Pixels are placed in order to track audience data. This data allows the publisher to build and target segments, optimize spend, track conversions, and more. Placing pixels on strategic pages can help measure specific key performance indicators, as well as give insight into the users who are engaging with the tracked activity.

Digital Media – Content Marketing

Overview: Build rich stories and content focused on your destination to inspire and engage potential travelers

Rationale: Partners have the opportunity to create custom content stories, blogs or trip guides in conjunction with the publishers below to build awareness of their destination and it's unique offerings. The publishers also distribute the custom content to their core audiences.

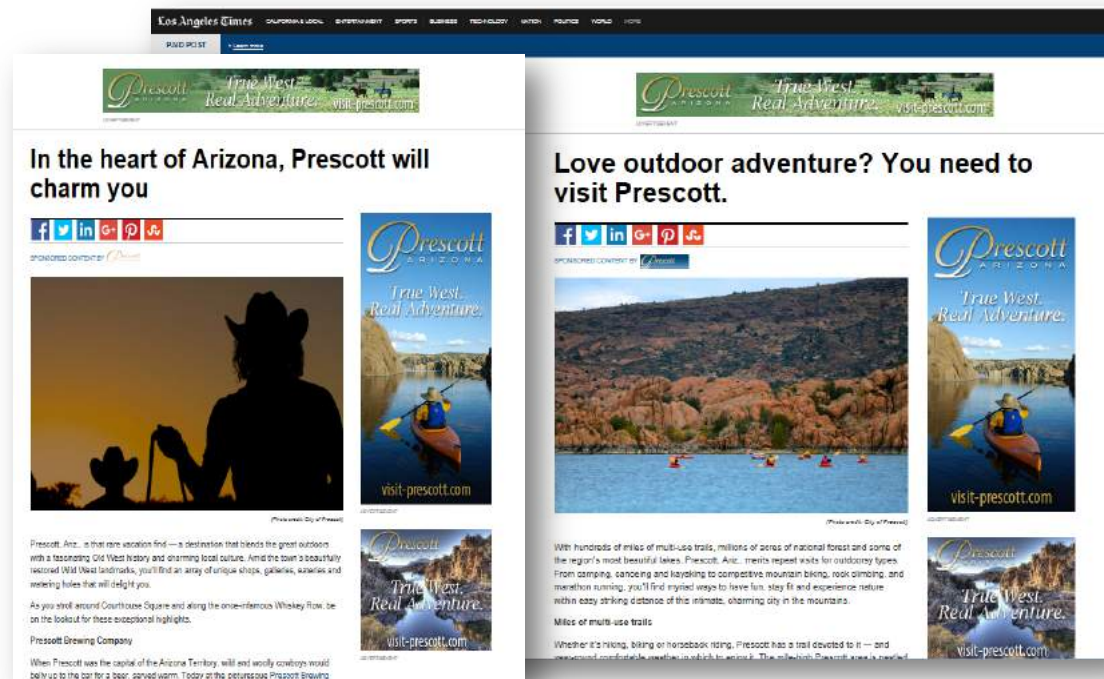
A few of these opportunities also include influencer marketing and custom content

Visit USA Parks

As a reminder, details about each publisher/placement can be found on the Opportunity Selection Sheet online.

Digital Media – Content Marketing

Overview: Build rich stories and content focused on your destination to inspire and engage potential travelers



Visit USA Parks

Marketing Strategies

- Visit USA Parks connects road trippers with America's best kept secrets by crafting meaningful stories

Placements

- Branded itinerary & paid digital
- Branded story & paid digital
- Branded video & paid digital

Added Value

- Ambassador management fee of Visit USA Parks waived
- Travel expenses of ambassadors covered by Visit USA Parks
- Talent release fees waived
- 1 Pinterest pin & 1 Instagram story per partner
- 15-20 photos by ambassadors transferred to client including unlimited photo rights
- 75k bonus impressions

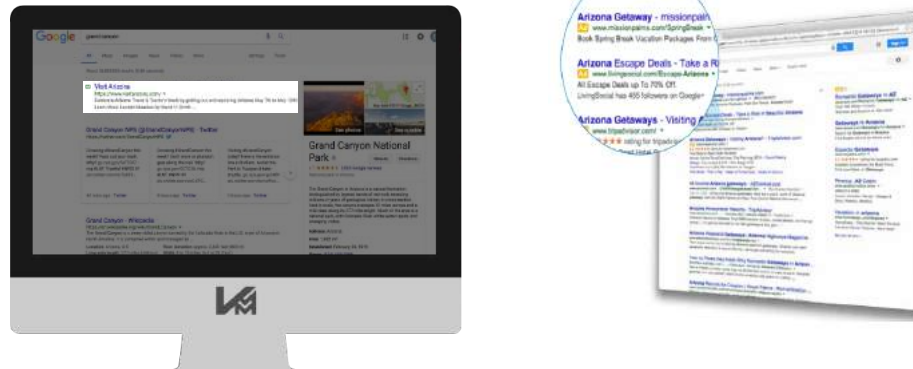


Digital Media – Search Marketing

Overview: Fully Managed, custom Adwords campaign that will focus on keywords and ad copy to reach potential travelers and move them closer to converting into a confirmed traveler

Rationale: Partners have the opportunity to align their message with people actively searching for vacation ideas or tourist activities in Arizona

Madden Quantcast



As a reminder, details about each publisher/placement can be found on the Opportunity Selection Sheet online.



Print Media Placement Options Overview

Print Media – Shared Spreadvertorial Sections

Overview: Partners have the opportunity to place individual ads with out-of-state publications, which are listed on the next slide. Each shared spreadvertorial section will be anchored by AOT and minimum participation levels are supplied for each opportunity.

Rationale: Shared spreadvertorials allow partners to be part of larger section in the provided publications that highlight the state through ads and advertorial copy, ultimately creating one cohesive message for readers.



Print Media – Shared Spreadertorial Sections

Overview: Partners have the opportunity to place individual ads with out-of-state publications, which are listed on the next slide. Each shared spreadertorial section will be anchored by AOT and minimum participation levels are supplied for each opportunity.

Arizona State RV Travel Guide
AAA Southern California - Westways
AAA Illinois – Living
NatGeo Traveler
Arizona Pride Guide
Route Magazine
WestJet Magazine

Print Media – Individual Display Ads

Overview: Partners have the opportunity to place individual ads with publications, which are listed on the next slide. In each issue offered at least three partners minimum must be advertising

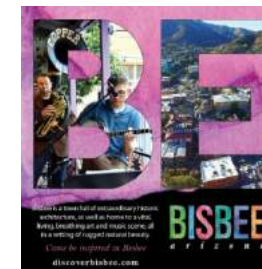
Rationale: Individual ad placements in the following publications allow partners to work in unison with each other to strengthen the overall rural marketing messaging for readers in-state



Full Page



Half Page



Quarter Page

Print Media – Individual Display Ads

Overview: Partners have the opportunity to place individual ads with publications, which are listed on the next slide. In each issue offered at least three partners minimum must be advertising

Arizona Highways Magazine
Arizona Drive Guide
AAA Arizona – Via
Grand Canyon Journal
Phoenix Magazine



Out of Home Placement Options Overview

Out of Home – Individual Ads

Overview: Partners have the opportunity to place individual out-of-home digital display ads with vendors in specific markets. In each month three partners minimum must be advertising, with ads for each partner rotating at 33.33%.

Chicago

Clear Channel – O'Hare International Airport
Clear Channel – Midway International Airport
Lamar Outdoor – Digital Bulletins

San Diego

Clear Channel – San Diego International Airport

Las Vegas


Lamar Outdoor – Digital Bulletins

Los Angeles

Lamar Outdoor – Digital Bulletins

Arizona

Clear Channel – Tucson International Airport
Lamar Alliance – Sky Harbor International Airport



International Media Placement Options Overview

International Media – International Advertising

Overview: The Arizona Office of Tourism is partnering with Brand USA on several multi-channel programs in key international markets set to launch when consumers are most likely to book U.S. travel.

Partners benefit from exposure with top media channels in each market such as Expedia, Google, Facebook, and leading print and digital publications.

Multi-channel campaigns aim to drive travelers from inspiration to booking using customized calls to action with measurable results.

Other program opportunities include a Global Inspiration Program, Televisa and Thomas Cook

Link to more information: <https://offmadison.box.com/s/zfroa489gdhprwbesu2gmzyhhmj7d9by>

International Markets

- United Kingdom
- Germany
- Canada
- Mexico





Trade Shows & Media Missions Options Overview

Trade Shows & Media Missions

21st American Indian Tourism Conference

Date: September 16-19, 2019

Location: Hard Rock Hotel & Casino, Tulsa, OK

AOT Division: Tribal Tourism

Cost: Varies depending on level of participation: \$425.00 - \$575.00 – Partner \$212.50 - \$287.50 /AOT
\$212.50 - \$287.50, not including travel costs and shipping

Program Summary: This national conference focuses on tourism in Indian Country and shares knowledge, experience and best practices from tourism programs around the United States. This conference will be held in Arizona on Ft. McDowell Yavapai Nation at We-Ko-Pa Resort in 2020.

AOT Contact: Dawn Melvin at dmelvin@tourism.az.gov or 602-364-3707

Trade Shows & Media Missions

Eastern Canada Sales Mission

Date: November 11-15, 2019

Location: Montreal & Toronto, CA

AOT Division: Trade & Media

Cost: \$1,600 for both cities or \$800 for one city, not including travel costs and shipping.
Partner \$800.00 or \$400.00/AOT \$800.00 or \$400.00

Program Summary: Appointments and events will be organized by AOT's Canada rep firm

AOT Contact: Trade: Olivia Hall at ohall@tourism.az.gov or 602-364-3693
Media: Becky Blaine at bblaine@tourism.az.gov

Trade Shows & Media Missions

Australia/NZ Sales Mission (Arizona & Colorado Offices of Tourism)

Date: October 25-November 2, 2019

Location: Melbourne & Sydney Australia, Auckland, New Zealand

AOT Division: Trade & Media

Cost: \$2,500 per participant, not including travel costs and shipping. Partner \$1,250.00/AOT \$1,250.00

Program Summary: AOT will lead a sales mission to Australia & NZ with the Colorado Office of Tourism. We will have local rep firms in country assist with logistics and scheduling. Arizona continues to see double digit growth from the Australian/NZ market.

AOT Contact: Becky Blaine at bblaine@tourism.az.gov or 602-364-3696

Trade Shows & Media Missions

China Trade and Media Mission

Date: December 1-7, 2019

Location: Shanghai plus 2nd tier cities (AOT will scout 2nd tier city in September)

AOT Division: Trade & Media

Cost: \$2,500 per participant, not including travel costs and shipping. Partner \$1,250/AOT \$1,250

Program Summary: AOT's trade and media representative in China, AVIA Reps, will coordinate a delegation-led mission in China. The events in each city will typically include a destination presentation followed by a luncheon as well as trade specific meetings and one-on-one media appointments. This is available to rural co-op partners.

AOT Contacts: Trade: Jessica Mitchell at jmitchell@tourism.az.gov or 602 364 4157
Media: Kim Todd at ktodd@tourism.az.gov or 602-364-3305

Trade Shows & Media Missions

NTA TREX (National Tour Association Travel Exchange)

Date: December 8-12, 2019

Location: Fort Worth, TX

AOT Division: Trade

Audience: Domestic tour operators and travel agents in the NTA Network

Cost: \$1,295 for suppliers, does not include travel and shipping costs. Each participant registers and pays the full fee, then creates/submits an invoice to AOT Accounts Payable (AccountsPayable@tourism.az.gov) for \$647.50 (50% of the registration cost)

Website: <https://ntaonline.com/convention/>

Program Summary: Travel Exchange is National Tour Association's annual convention, where our members get down to business. More than \$400 million has been generated in only the last 3 years. Simply put, TREX is the most important industry event of the year, featuring the hottest travel product from every U.S. state, Canadian province and 30+ countries. If you don't come to Fort Worth, you're missing 80% of our tour operators who only attend Travel Exchange.

AOT Contact:: Trade: Olivia Hall at ohall@tourism.az.gov or 602-364-3693

Trade Shows & Media Missions

NY Times Travel Show Consumer Show/Trade and Media Event

Show Dates: January 24-26, 2019 - Prior to the start of the NYTimes Travel show, on Thursday evening, Jan. 23rd AFTER IMM Day, AOT will host a joint trade/media event for clients in the NYC area.

Location: New York, NY

AOT Division: AOT's Consumer Marketing division (NY Times Travel show booths), Trade & Media for trade/media event

Cost: \$3,990 participation fee – includes (1) 10'x10' space inside Arizona Row. Participation location will be on a first come/first served basis. Does not include booth build. The full amount is to be paid to the New York Times Travel Show. Once confirmed, please invoice AOT for \$1,995 (50% match). 4 spots are available.

Program Summary: AOT will anchor an “Arizona Row” at the NY Times Travel show the weekend of Jan. 24-26, 2020. The New York Times Travel Show traditionally draws 35,000 consumers.

AOT Contact: Alena Hicks will be the main point of contact for the Travel shows, ahicks@tourism.az.gov or 602-364-3759. She will distribute a participation form and booth information.

Trade & Media: Becky Blaine at bblaine@tourism.az.gov

Trade Shows & Media Missions

ITB (International Travel Exchange Berlin) and IMM Berlin

Date: March 3-6, 2020

Location: Berlin, Germany

AOT Division: Trade & Media

Audience: German travel trade professionals and media

Cost: Trade: \$4,000 per participant to be in the tradeshow booth for all trade appointments. **Media:** \$2,500 per participant to be in the media booth upstairs. Note: There are separate booths for trade & media and one delegate cannot cover both sets of appointments.

Partner \$2,000 for Trade; \$1,250 for Media/ AOT \$2,000 for Trade; \$1,250 for Media

Program Summary: The International Tourism Exchange ITB Berlin is known throughout the world as the leading trade fair for the global tourism industry. With more than 10,000 exhibitors and 180 countries, ITB Berlin is the main forum for communication and marketing for the worldwide tourism sector. It is an ideal opportunity for exhibitors to get their messages out to both trade visitors and the media. **IMM Day is Tuesday, the ITB Show for trade & media is Wed-Fri.**

AOT Contact: Trade: Jessica Mitchell at jmitchell@tourism.az.gov or 602-364-4157

Media: Marjorie Magnusson at mmagnusson@tourism.az.gov or 602-364-3695

Trade Shows & Media Missions

Go West Summit

Date: March 24-27, 2020

Location: Portland, OR

AOT Division: Trade

Cost: Varies. Please register /pay at <https://www.gowestsummit.com/> and submit an invoice to AOT Accounts Payable at AccountsPayable@tourism.az.gov for up to \$900.00 (50% match)

Program Summary: AOT Trade division will attend. Partners can register individually, please visit <https://www.gowestsummit.com/> for more information. AOT is a state sponsor again this year and will host a state caucus at the beginning of the summit.

AOT Contact: Jessica Mitchell at jmitchell@tourism.az.gov or 602-364-4157 or Joanna Tejeda at jtejeda@tourism.az.gov

Trade Shows & Media Missions

Dallas Travel & Adventure Show/Trade & Media Event

Date: March 27-29, 2020 (Travel & Adventure Show is March 28-29, 2020)

Location: Dallas Market Hall, Dallas, TX

AOT Division: Trade & Media event/Marketing division at Travel & Adventure Consumer travel show

Cost: \$3,395.00 participation fee. Partner \$1,697.50/AOT \$1,697.50 for a 10'x10' booth space for both days in the Arizona Row. Does not include travel expenses, shipping and booth build. Upon receipt of your participation form, Shane Higgins, Travel & Adventure Show, will contact you for invoicing

Program Summary: AOT will anchor an “Arizona Row” at the Dallas Travel & Adventure show the weekend of March 28 & 29, 2020. This show sees around 13K consumers and Dallas is a new target city for AOT. Prior to the start of the show, on Friday, March 27, AOT will host a joint trade/media Arizona event for clients in downtown Dallas.

There will be a separate participation sign up for the trade/media event on Friday, March 27, 2020. There will be no additional cost for this event if you are exhibiting at the show. If you are not exhibiting at the show there will be a nominal participation fee.

AOT Contact: Marketing Partnerships: Alena Hicks at ahicks@tourism.az.gov
Trade & Media: Becky Blaine at bblaine@tourism.az.gov

Trade Shows & Media Missions

UK Trade and Media Mission

Date: April, 27-29, 2020

Location: London and Dublin

AOT Division: Media and Trade

Audience: AOT and its partners will host trade & media functions in London to educate the travel trade and journalists about Arizona's world class tourism amenities. Additionally, we will schedule media desk side appointments.

Cost: \$2,500 per participant. Partner \$1,250.00/AOT \$1,250.00 does not include travel and shipping costs.

Program Summary: AOT and its partners will host media functions in London and Dublin to educate journalists about Arizona's world class tourism amenities. Additionally, we will schedule media deskside appointments in each city.

AOT will sponsor & attend Travel Classics International in Lausanne, Switzerland April 30 - May 3, 2020 and then go onto Germany for the Trade/Media Mission.

Trade Shows & Media Missions

Germany Trade and Media Mission

Date: May 4-7, 2020

Location: Vienna, Austria and Hamburg, Germany

AOT Division: Trade division will attend with our Chinese representative

Audience: German Trade & Media

Cost: \$2,500 per participant. Partner \$1,250.00/AOT \$1,250 does not include travel and shipping costs

Program Summary: AOT's representative in Germany, will coordinate a mission to promote Arizona to key trade and media representatives in Germany and Austria. The mission will consist of desk-side appointments with key journalists and hosted meal functions in an effort to maintain a strong presence and increase Arizona awareness in this very important and competitive market.

AOT Contacts: Marjorie Magnusson at mmagnusson@tourism.az.gov or 602-364-3695
Jessica Mitchell at jmitchell@tourism.az.gov

Trade Shows & Media Missions

U.S. Travel Association's IPW Show

Date: May 30-June 3, 2020

Location: Las Vegas, NV

Audience: International tourism buyers and media

Cost: \$5,000 for one delegate. Partner \$2,500, AOT \$2,500, does not include travel and shipping costs. AOT will purchase multiple booths in 2020 and offer smaller DMOs to opportunity to co-op in and share appointments with AOT. The registration cost covers the badge and shared space and is limited to **one delegate per DMO**.

Program Summary: IPW organized by the US Travel Association, is the premier international trade show in the US attracting nearly 1,200 international tour operators and 250 travel journalists from more than 70 countries each year. AOT attends with staff and international representatives conducting 20-minute, pre-scheduled appointments over the course of three days. In addition to meeting with media at the Arizona booth, AOT also has the opportunity to meet with journalists at the Media Marketplace, which is typically held on the first day of the show.



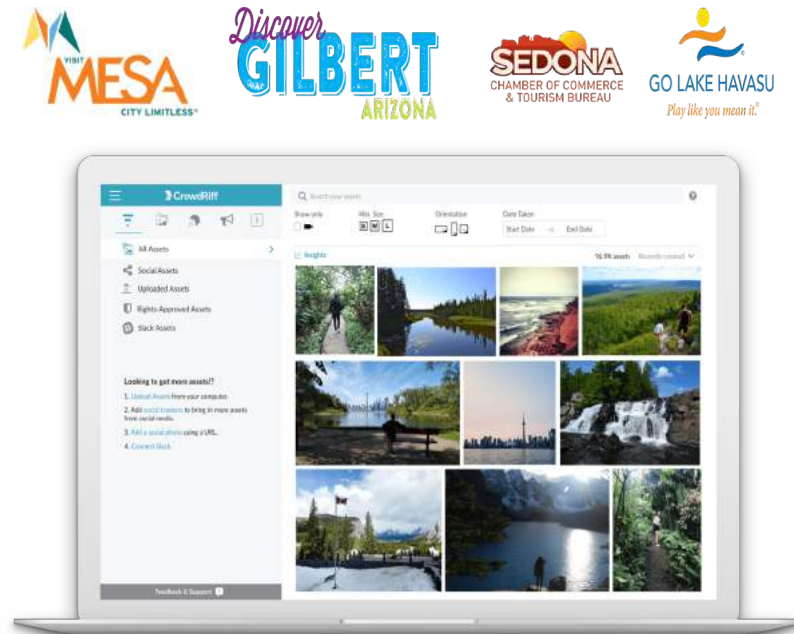
Additional Opportunities

CrowdRiff

AI-powered visual marketing platform to help you source, organize, publish, and optimize your content!

CrowdRiff will allow you to:

- Leverage UGC (User-Generated Content) today for your marketing: website, ads, social media & print
- Automatically tag and search across all of your visual assets, owned & earned
- Connect directly to the state of Arizona
- "Increase website performance: 4X increase time on site, 30% decrease in bounce rate



CrowdRiff

Co-Op Overview:

- Available exclusively to Arizona Rural partners who have not previously used CrowdRiff
- 50/50 investment split between AOT and the Rural Partner
- September 1, 2019 start date for annual license
- CrowdRiff Connect for all partners

Link to more information:

<https://offmadison.box.com/s/0rjm4naka7l7x2x1x4nqnuglsm3ioc0k>



App Listings

Marketing Strategies

- Provide added value by offering up to 50 listings from each partner to add into the Visit Arizona App
- In the first year, the app drove users to 3x more points of interest during their visit

Placements

- The listings will create additional awareness and what visitors can see and do within these communities
- Points of interest can be restaurants, tours, hotels resorts, RV parks, art galleries, spas, museums, and local parks



Local First

Marketing Strategies

- Local First will provide assistance with various phases of community brand development, marketing and planning

Placements

- Tier 1 - Development of brand including community engagement, competitive/historical evaluation, logo design and tagline development
- Tier 2 - Develop online community profile that captures lifestyle, history and culture, develop image database, and advertise digitally for 3 months
- Tier 3 - Service provided to communities with established brand and pre-determined marketing budget that will optimize advertising dollars and placements for accurate audience targeting



Research Studies



Intercept Studies

- The visitor intercept study will involve on-site contact with visitors at a variety of venues, generally over a one-year time period.
- Research will be conducted by a third party.
- Price will be customized by project and is based on number of sample sites, location, and other factors

Mobile Location Data

- Uber Media – improving demographic and audience behavior data
- Data will be from a full year regarding visitors at least 50 miles from your destination
- Price will be based on population of destination

Arizona Visitor Center Program



- Accreditation
- Application process
- VisitArizona.com
- Official State Travel Guide
- Visit Arizona app
- Supplied AVIC marketing materials and resources

Translation Services

- Chinese
- German
- Japanese
- Spanish



Opportunity Selection Sheet Overview

Opportunity Selection Sheet Overview

Lets make Rural Easy!

[Home](#)

Welcome to the FY20 Rural Marketing Selection Form!

The goals and objectives of this campaign are to drive overnight visitation and increase visitor spending to our rural communities and regions of Arizona.

Rural Marketing participants receive a 50% match from the Arizona Office of Tourism on media selections. Partners will pay half-net rate and work directly with the publishers.

Final selection results will be based on available funding, availability of each opportunity and if partner participation minimums are met.

Final submissions are due by Wednesday, July 10, 2019 by 5pm PST.

If you have any questions, please reach out to mediainquiry@offmadisonave.com.

Step 1: User Information

<input type="text" value="John"/> First Name	<input type="text" value="Doe"/> Last Name
<input type="text" value="johndoe@example.com"/> Email	<input type="text" value="555-555-5555"/> Phone
<input type="text" value="Organization"/> Organization ▼	<input type="text" value="Head Honcho"/> Title
<input type="text" value="Estimated Spend"/> Estimated Spend ▼	CONTINUE TO STEP TWO

Spend Overview

- [Digital Media](#)
- [Print Media](#)
- [Multi-Channel Media](#)
- [International](#)
- [Out of Home](#)
- [Additional Offerings](#)

Media Office Hours – FY20 Rural Campaign

Days for Office Hours

- Monday, June 24th from 12:00PM-4:00PM
- Wednesday, June 26th from 11:00AM-3:00PM

Why Media Office Hours?

- Allow the partners to reach out to the OMA media team to ask any questions or get any advice on their selections
- Prevent partners from being overwhelmed while going through their selections
- Create a more streamlined process during the Rural Campaign selection process

Next Steps

Next Steps

- All program forms are available at: tourism.az.gov/marketing-programs/partnership-opportunities
- **Applications, affidavit and selections are due July 10, 2019 by 5 p.m. PST**
 - OMA to begin booking placements by July 30, 2019

Due to the specific nature of the Rural Marketing Cooperative, once opportunities are approved, no changes or cancellations are allowed.

Contact Details

- Deputy Director– Becky Blaine, bblaine@tourism.az.gov
- Advertising Director – Jamie Daer, jdaer@tourism.az.gov
- Research Manager– Kari Roberg, kroberg@tourism.az.gov
- AOT Program Contact - Alena Hicks, ahicks@tourism.az.gov
 - Opportunity Selection Sheet questions: Keri Bieber, keri.beiber@offmadisonave.com and Krystel Hagan, krystel.hagan@offmadisonave.com



Q&A



Appendix

Lamar Alliance

Marketing Strategies

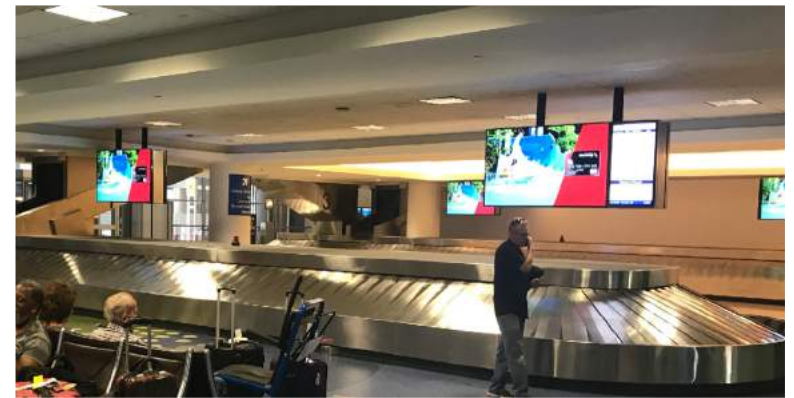
- Escalator digital board targeting users flying Jet Blue or United Airlines, reaching 100% of new arrivals in Terminal 3 as they head toward baggage claim
- Baggage claim digital network targeting users through digital boards in every terminal as these users wait for their luggage to arrive

Placements

- Escalator digital board (Terminal 3)
- Baggage claim digital network

Added Value

- Discounted rates on placements



Clear Channel Airports

Marketing Strategies

- LED backlit digital board targeting users flying Jet Blue, American Eagle, Spirit, Virgin, Frontier or Alaskan Airlines, reaching users in this terminal as well as travelers waiting at the busy Starbucks across from this placement
- Baggage claim digital network targeting users through digital boards as these users wait for their luggage to arrive

Placements

- LED backlit digital board (ORD across from Starbucks)
- Baggage claim digital network (ORD, MDW, SAN)

Added Value

- Discounted rates on placements



Lamar Outdoor



Marketing Strategies

- 15 digital bulletins targeting users in Chicago, Las Vegas and Los Angeles using placements that are right hand read and are not obstructed

Placements

- 15 digital bulletins throughout Chicago, Las Vegas and Los Angeles

Added Value

- Discounted rates on placements

National Geographic Traveler

Marketing Strategies

- Advertorial section that is fully designed and produced by Nat Geo Traveler

Placements

- Co-op advertorial section with either a 1/3 page, half page or full page placement

Added Value

- Two (2) national reader service listings (full 550,000 circ.)
- One (1) national Next Stop promotional listing in the issue of their choice
- Must have at least 2 full pages of advertising commitment from co-op partners



ROUTE Magazine

Marketing Strategies

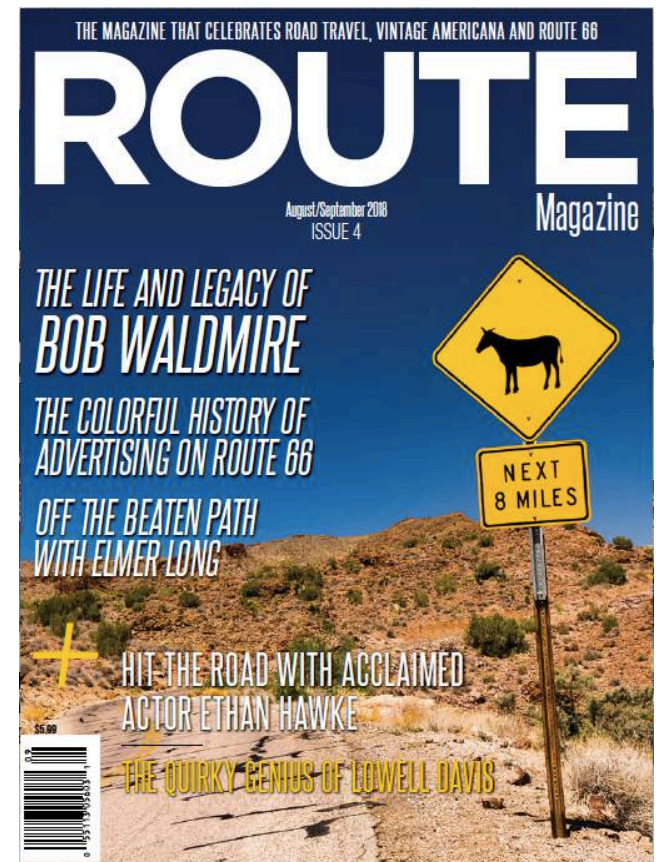
- ROUTE is distributed to national, regional and international readers and focuses on historic Route 66

Placements

- Double page spread
- Full page spread
- Half page spread

Added Value

- Double page placement: 3 social media partner event mentions on ROUTE's Facebook and Twitter pages, as well as an editorial feature (with confirmation of a 5 ad placement commitment from each partner)



AZ Big Media

Marketing Strategies

- AZ Big Media offers a variety of print ads in publications like Experience AZ, Play Ball, AZ Business, and Ranking AZ as well as complementary digital placement opportunities throughout their site

Placements

- Full page spread
- Two page spread
- Cover sponsorship
- Digital banners (featured on AZ Big Media's lifestyle pages, homepage and newsletters)

Added Value

- Experience AZ placements - 2 page spread + logo on cover, 6 months web ad on lifestyle page (300x250)



AAA Via

Marketing Strategies

- Run of Book ads that are focused on encouraging readers to come and explore Arizona

Placements

- Available opportunities for Full-Page, Half page as well as 1/3 page ad placements in the Winter, Spring, and summer issues.

Added Value

- Print ads are discounted
- Digital Reader Service
- Issues will be available at our ten (10) AAA Arizona storefront locations



AAA Living

Marketing Strategies

- Special Arizona Travel Section OR Arizona branded Two Page Spread ad placements which focus on encouraging readers to come and explore Arizona

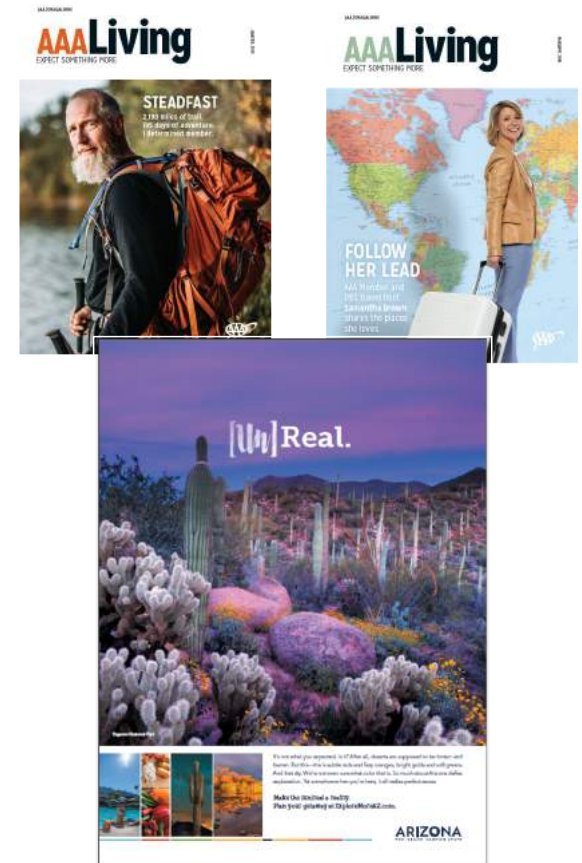
Placements

- Available opportunities for Half page, a 1/3 page as well as a 1/6 page ad placements in the Nov/Dec, Jan/Feb, and Mar/Apr issues

Added Value

- Additional space for Advertorial is provided for each pricing level: Half page gets 200 words of copy and a graphic, 1/3 page gets 75 words of copy and 1/6 page gets 40 words of copy

AAA LIVING



ARIZONA
OFFICE OF TOURISM

OFF
MADISON
AVE

AAA Westways

Marketing Strategies

- AOT Special Section delivered to a target audience of the most active and affluent travelers among AAA Members in Southern California.

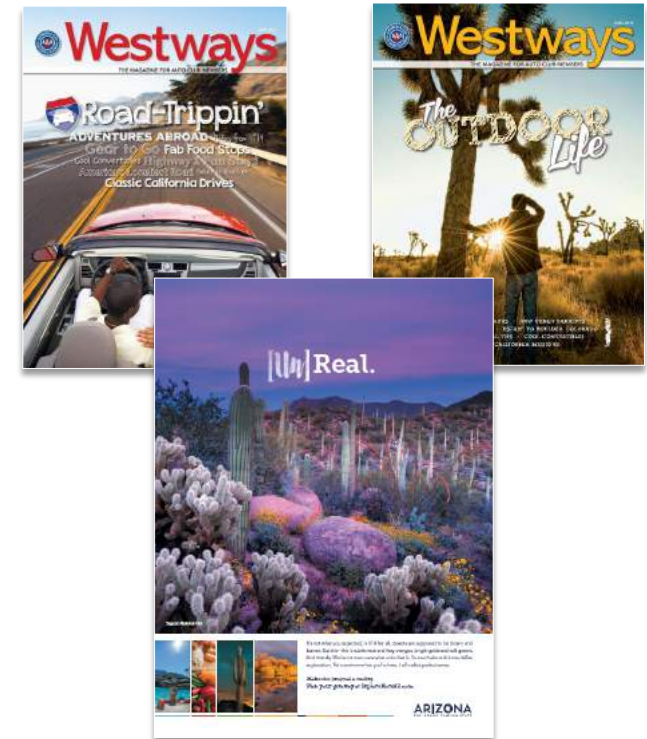
Placements

- Available opportunities for Two Page, Full Page, as well as Half page ad placements in the Nov/Dec, Mar/Apr and May/Jun issues

Added Value

- Print ads are discounted
- Two of the Ad Space Levels are matched with advertorial space
- FREE Arizona Calendar of Event Page
- Featured in the AAA Westways eNewsletter

Westways



AZ Drive Guide

Marketing Strategies

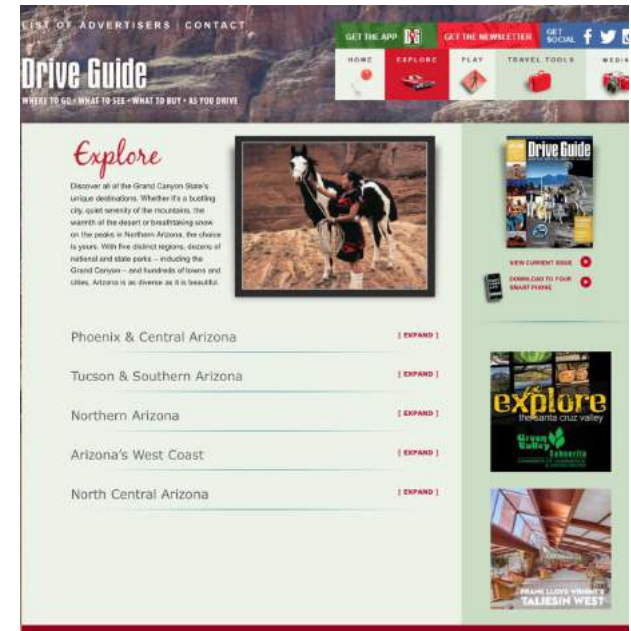
- Print ads placed in the AZ Drive Guide which helps Arizona visitors with where to go, what to do & how to get there

Placements

- Available opportunities for Full Page, Half page as well as 1/3 page ad placements in the Sept-Nov, Dec-Feb, Mar-May and Jun-Aug issues

Added Value

- eNewsletter placements
- Reduced Rates
- Banner ads for Full Page & Half page buys



RV Travel Guide

Marketing Strategies

- Print ads placed in the RV Travel Guide which targeted to Rvers, snowbirds & offroad enthusiasts, with continuous circulation throughout Arizona

Placements

- Available opportunities for Full Page, Half page as well as 1/4 page ad placements in the annual RV Guide publication

Added Value

- Highlighted business directory listing
- Banner ads for Full Page & Half page buys



Marketing Strategies

- Showcase all of the regional gateway towns, national parks & monuments and can't miss things to see & do in Arizona.

Placements

- Available opportunities for Full Page, Half page as well as 1/4 page ad placements in the Grand Canyon Journal publication

Added Value

- Advertorial content w/an image
- Featured in eNewsletters



West Jet Magazine

Marketing Strategies

- Inspire travel with engaging travel content for quick trips or bucket list destinations

Placements

- Available opportunities for Full Page, Half page, 1/3 page as well as 1/6 page ad placements in the WestJet publication

Added Value

- Print ads are discounted

WESTJET
MAGAZINE



AZ Pride Guide

Marketing Strategies

- The Pride Guide® is Arizona's Premier LGBTQ Travel, Wedding & Business Resource Guide.

Placements

- Available opportunities for Full Page, Half page, as well as 1/4 page ad placements in the AZ Pride Guide publication

Added Value

- Square banner on PrideGuideUSA.com
- Leaderboard banner on PrideGuideUSA.com
- 2 monthly eNewsletter sponsorship



Phoenix Magazine

Marketing Strategies

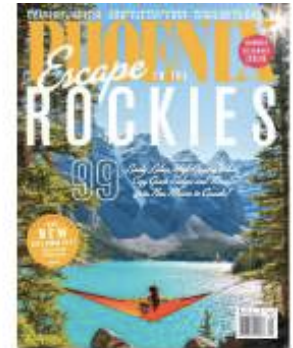
- Individual Ad Placements at the lowest frequency rate.
- Advertorial in our Special Travel Ad Sections

Placements

- Available opportunities for Full Page, Half page as well as 1/4 page ad placements in the Phoenix Magazine publication

Added Value

- ROS Web Banners from each advertiser the month ad runs at HALF OFF rate card.
- Added editorial content in Special Travel Section



Online Media

Expedia

Marketing Strategies

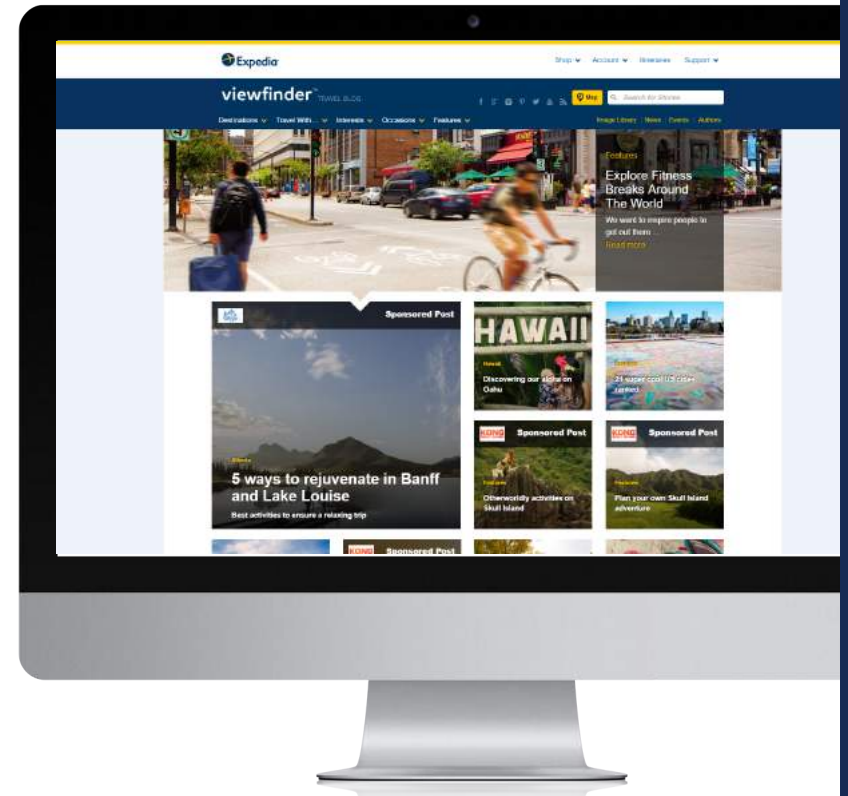
- The viewfinder landing page is a travel content site that hosts travel articles and images composed by a collection of travel industry influencers
- Partners will geo-target users based on their desired locations using banner ads

Placements

- Viewfinder landing page
- Geo-targeted digital banners

Added Value

- Co-op campaign must raise \$25k in partner funds + \$25k from AOT, then Expedia matches funds 1:1



Huddled Masses

Marketing Strategies

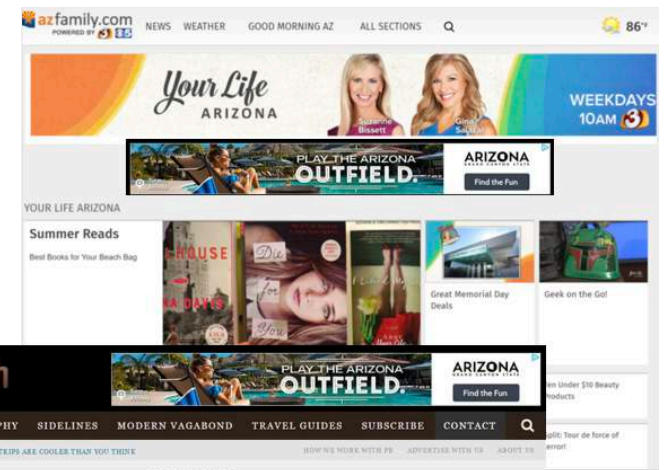
- Target people who are in-market for travel to Arizona, or who are exhibiting signs of intent to travel to or within Arizona
- Reach people in-market via behavioral, contextual, keyword, look-alike and retargeting tactics

Placements

- Digital banners (behavioral targeting, keyword targeting, geo-targeting, e-newsletter targeting, mobile targeting and retargeting)

Added Value

- 20% added value



Viant



Marketing Strategies

- Viant is a people-based platform of 250MM registered users and direct match integrations to combine multiple deterministic data segments and deduplicate to identify core audiences
- Reach people in-market via behavioral, contextual, keyword, retargeting, audio and OTT tactics

Placements

- Digital banners
- Podcasts
- OTT

Added Value

- 10% at \$100k; 8% at \$50k; 5% at \$25k spend (overall spend, not per tactic)

Quantcast

Marketing Strategies

- Drive engaged visitors to the AOT rural marketing site VisitArizona.com/adventure or appropriate campaign landing pages, Official State Visitors Guide requests/downloads, E-Newsletter Sign Ups, Itinerary Downloads

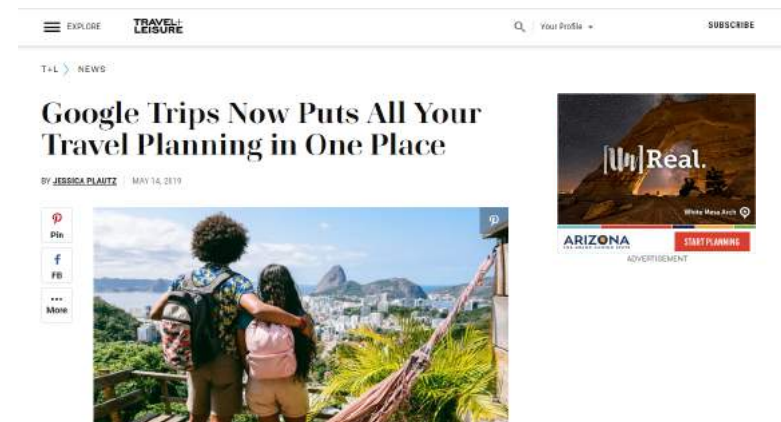
Placements

- Digital Banners (Behavioral Targeting, Keyword Targeting, Search Marketing, Demographic Targeting)
- Video Placements

Added Value

- 10% Added Value (Level 1 & 2)
- 20% Added Value (Level 3)

Quantcast



Republic Media

Marketing Strategies

- Target people who are visiting azcentral.com or usatoday.com and run the campaign cross platform with the ability to serve on both sites
- Reach people in-market via behavioral targeting tactics

Placements

- Digital Banners (300x600, 300x250, 320x50)

Added Value

- 20% Added Value included in the discounted rates

azcentral.
PART OF THE USA TODAY NETWORK



Madden Media

Marketing Strategies

- Engage and inspire your selected audiences during key stages of the travel-planning process, encouraging them to travel to the rural areas of Arizona.

Placements

- Available opportunities for Full Page, Half page as well as 1/3 page ad placements in the Official Travel Guide to Greater Phoenix, Tucson Official Travel Guide, and 2019 Discover Arizona publications
- Digital Banners (Behavioral Targeting, Keyword Targeting, Search Marketing, Demographic Targeting)
- Video Placements

